# Creating New Opportunities for the Culture Industry

**Tourism, Culture and Heritage**

**News Releases**

December 21, 2004 11:04 AM

Cultural organizations across Nova Scotia are getting some help from the province to promote their activities, open new markets and increase sales.

Rodney MacDonald, Minister of Tourism, Culture and Heritage, announced today, Dec. 21., a total of $142,525 that will support culture projects across the province. The investment comes from the department's Industries Growth Program.

"This investment will help our artists and cultural producers to raise their profile here at home and around the world," said Mr. MacDonald.

Funding was provided for projects involving visual arts, crafts, music, literature and theatre.

The Inverness County Centre for the Arts received $4,400 to participate in a trade mission for art dealers in New York, which was organized by the Canadian Consulate and the Department of Canadian Heritage.

"Taking part in the trade mission allowed us to expand the export potential for Cape Breton artists," said Kathy Hannigan, executive director for the centre. "New York and the eastern U.S. are important markets for our artists, so it was very helpful to meet face-to-face with galleries that represent Canadian artists to discuss new opportunities."

Three independent ceramics businesses received funding to exhibit at the 30th annual One of A Kind Show in Toronto. The largest retail craft show in Canada features the distinctive works of unique artisans, artists and designers from across Canada. Alison Cude, owner of North of North Pottery in Halifax, participated in the show in November.

"While the primary purpose of the trip was to take part in the craft show, it also was a good opportunity to meet with galleries and other retails outlets in Toronto," said Ms. Cude. "The exposure helped me expand my customer base. In the past, I've focused on selling my work in Nova Scotia but now I'm expanding to include new audiences."

The Industries Growth Program provides $450,000 a year to support projects that enhance out-of-province sales of Nova Scotia's cultural products. It also supports the improvement of technical and export capabilities and expands market opportunities and

revenues.

Cultural industry organizations have three opportunities each year to apply for assistance under the program. The next deadline is set for Jan. 15, 2005.

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FOR BROADCAST USE:

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Mr. MacDonald says the investment will help Nova Scotia artists and cultural producers raise their profile here at home and around the world.

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Note: Following is a list of projects that received support from the Industries Growth Program:

Southern Region:
Astor Theatre:$2,300
-- to assist representatives from the Astor Theatre and Strathspey Place to attend Contact Ontario

Frank Spinney Music, Arnold Baker and Frank Dobbin: $5,000
-- to assist with the Country Generations Australian Tour 2004

Kristie Sheehy, Peggy Veldhuisen and Pamela Kinsman: $6,000

-- to exhibit at the One of a Kind Show in Toronto

Northern Region:
Alan Syliboy, Hal Jones and Silvia Sterkman: $4,500
-- to participate in the Canadian Aboriginal Art Promotion Sales Event in Germany

Mermaid Theatre: $4,000
-- to assist with producing a promotional DVD

Playwrights Atlantic Resource Centre: $5,000
-- to update the website and create a play catalogue

Halifax Regional Municipality:
Alison Cude, Sally Ravindra and Shauna Salaff: $7,000
-- to exhibit at the One of a Kind Show in Toronto

Atlantic Comedy Festival: $4,750
-- to expand and enhance the Halifax Comedy Festival

Creative Explorations: $5,000
-- to expand and enhance the Halifax International Buskers Festival

Eastern Edge Music Publishing, Susan Marsh and Rosemarie Dipchand: $4,400
-- to produce high quality demos of 10 song licenses

James Bennet, Laura Bennet and Nancy Marshall: $5,000
-- to assist with marketing materials to produce the Out of Lunenburg musical

Nova Centre for the Performing Arts: $10,000
-- to conduct a feasibility study and market analysis

Port Royal Publishing/Glen Margaret Publishing/Girourard Family Organization of Nova Scotia: $5,000
-- to market the five-book series -- Acadian Awakenings, Routes and Roots, International Links -- in Canada and select U.S. markets

Press of the Nova Scotia College of Art and Design (NSCAD): $3,500
- to launch the NSCAD press and its new publications in Toronto and New York

Shakespeare by the Sea: $10,000
-- to increase out-of-province ticket sales

Cape Breton:
Beaton Institute of Cape Breton Studies: $5,000
-- to develop Highland Legacy -- The Music of Cape Breton

Cape Breton's Magazine Centre for Documentary Field Studies:

$5,000
-- to assist a marketing project of Cape Breton book publishers

Conseil des Arts de Cheticamp: $6,175
-- to conduct a feasability study about the viability of annually presenting Le Grand Cercle

Inverness County Centre for the Arts: $4,400
-- to assist the Inverness County Council of the Arts attend the AAF Contemporary Art Fair in New York

Savoy Theatre: $7,000
-- to bring Neil Archer Roan to Nova Scotia for a two-day seminar for the presenting venues

Town of Port Hawkesbury: $6,500
-- to assist with the opening ceremonies of the new Port Hawkesbury Civic Centre

Town of Port Hawkesbury: $6,500
-- to premiere the stage production DRUM! at the official opening ceremonies of the civic centre

Provincial Projects:
Design in Business Nova Scotia: $4,500
-- to send a delegation to gather competitive market intelligence at the Interior Design Show in Toronto

Nations in A Circle: $5,000
-- to exhibit at the Canadian Aboriginal Festival in Toronto

Nova Scotia Designer Crafts Council: $3,500
-- to assist the exhibition of craft producers at the Buyers Market of American Craft in Philadelphia

Nova Scotia Designer Crafts Council: $7,500
-- to develop and implement new export development initiatives, workshops and training programs

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